

Northwest Drive With Care

A campaign to curb reckless driving on
Chicago's Northwest side.

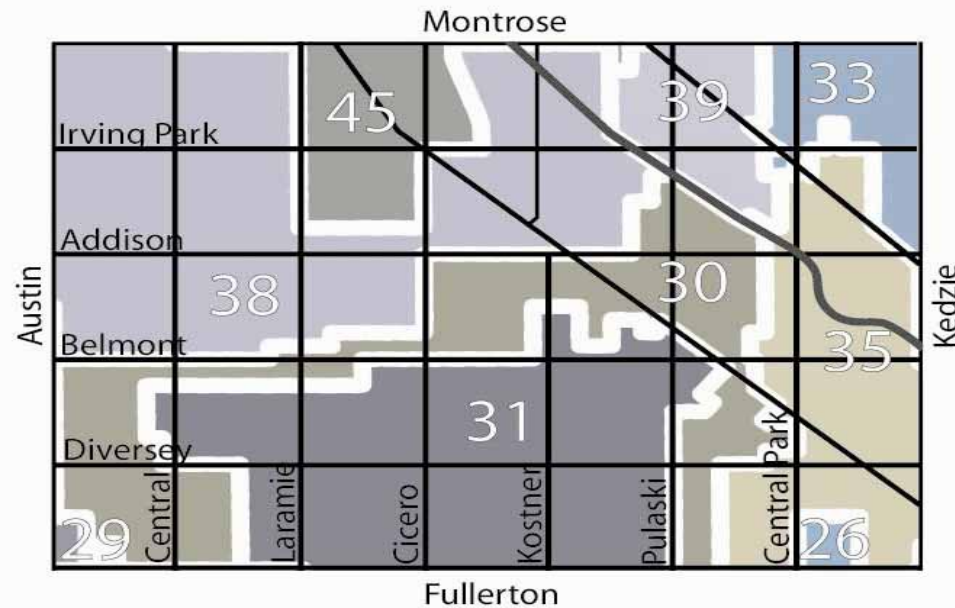
www.driverspledge.com





Drive With Care Overview

- Reduce crashes
- Stigmatize reckless driving
- Change driver behavior
 - Social marketing
 - Street design
 - Enforcement



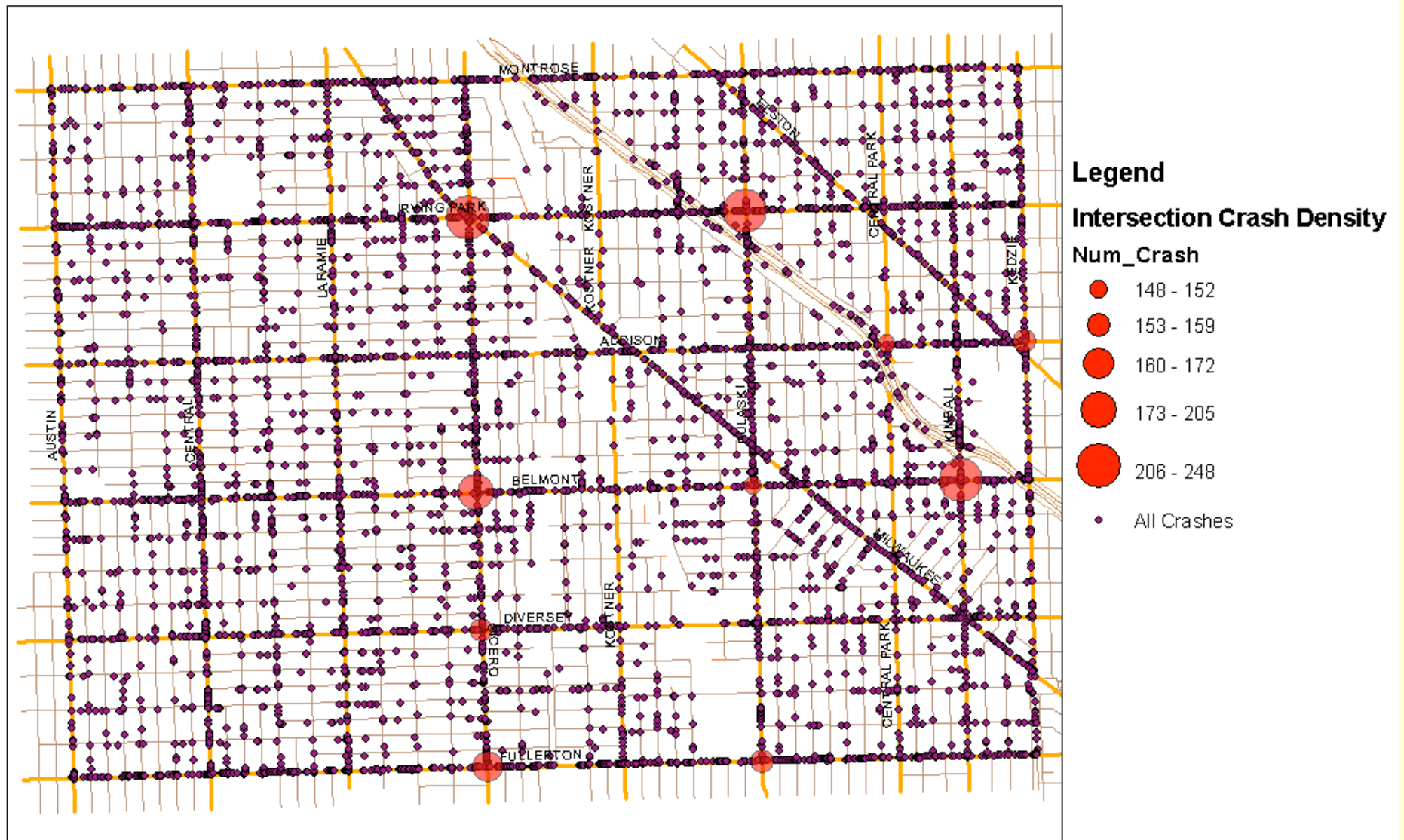
Drive With Care Zone

In 2005, the Drive With Care Zone reported:

- 9,034 car crashes
- 10 fatalities
- 207 incapacitating injuries

Northwest Chicago Drive with Care Zone

All Car Crashes with Top Ten Dangerous Intersections



Annual cost of crashes in the Drive With Care Zone:

\$167 Million

	<u>PROPERTY DAMAGE ONLY per crash</u>	<u>PROPERTY DAMAGE ONLY cost 2005</u>	<u>INJURY per crash</u>	<u>INJURY cost 2005</u>	<u>FATAL per crash</u>	<u>FATAL cost 2005</u>	<u>TOTAL</u>
Injury components	\$511	\$5,747,065	\$42,143	\$73,028,664.00	\$1,274,171	\$12,741,706.54	\$91,517,435
Non-injury components	\$4,769	\$53,617,445	\$12,516	\$21,689,205.41	\$25,830	\$258,301.48	\$75,564,951
Total	\$5,280	\$59,363,517	\$54,658	\$94,716,410.68	\$1,300,033	\$13,000,326.12	\$167,080,254

Drive With Care Pledge

■ The Pledge is available in print and online in three languages:

- English
- Spanish
- Polish





Behavior-Specific Prompts

- Drive-through fliers
- Yard signs

Drive-through Fliers

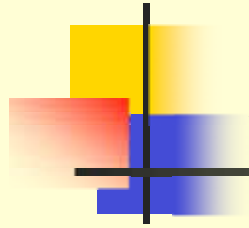


Yard Signs



Community Engagement

- Presentations to community groups:
 - CAPS meetings in local police districts
 - Neighborhood associations and block clubs
 - Senior citizens' clubs
 - Area chambers of commerce
 - Park advisory councils
 - Youth recreation centers



School Zones

- Traffic problem-solving workshops
- Letters to parents
- High school pledge campaign

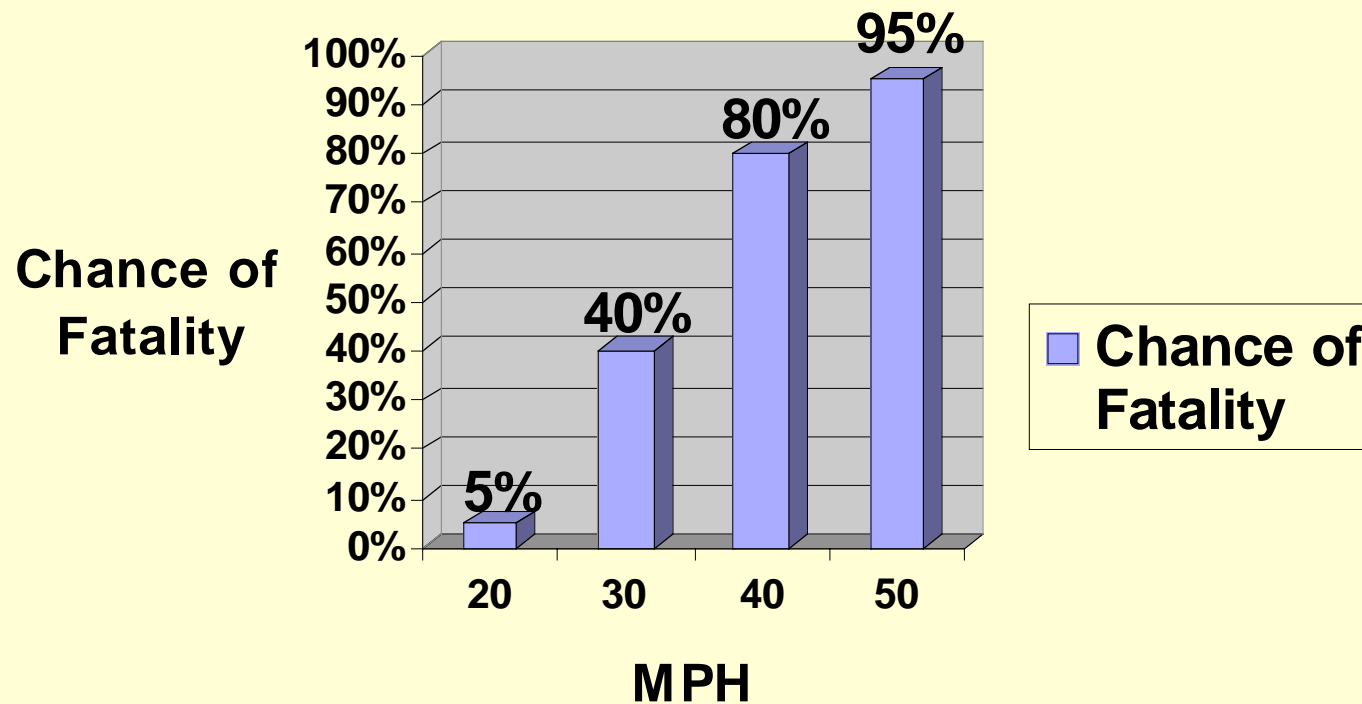
Steering Committee

- Meets quarterly
- Composed of:
 - Aldermen
 - Police officers
 - Health care workers
 - Community leaders

Business Involvement

- Free advertising for participating businesses
- Chambers of commerce
- Parkway Bank and Trust
- Shannon Lumber Co.

Speed and Pedestrian Mortality



Speed Surveys

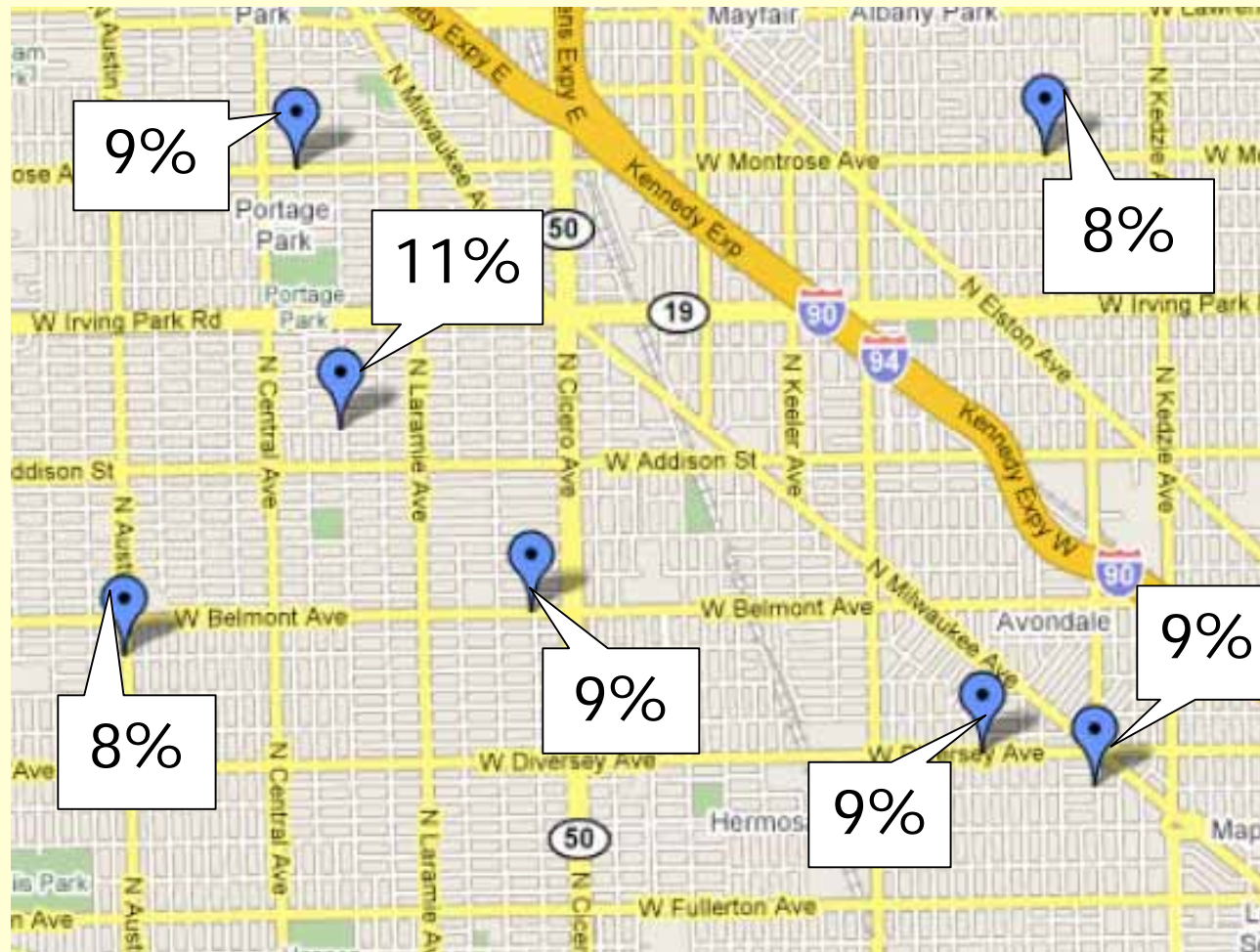


Speed Limit: 30
Average Speed: 37
% Over 40 mph: 20

Speed Limit: 20
Average Speed: 26
% Over 30 mph: 24

Speed Limit: 25
Average Speed: 24
% Over 30 mph: 6

Cell Phone Surveys



Percentage of motorists using a cell phone



Crosswalk Enforcement

- Motorists are ticketed for failing to yield to pedestrians in a crosswalk.



**YOU HAVE JUST FAILED
TO YIELD TO A PEDESTRIAN
AT A CROSSWALK**

Drivers MUST yield to pedestrians at crosswalks, even when there is no stop sign. It's the law!

Each year, an average of 71 pedestrians are killed and 930 are severely injured.

Although pedestrian-motor vehicle collisions are decreasing, Chicago continues to have a high rate of pedestrian fatalities and severe injuries.

An average of 10 pedestrians are struck by motor vehicles each day.

Nearly 30% of pedestrians struck are children or youth.

The law in Chicago is clear.

- Drivers must yield to pedestrians in crosswalks.
- Pavement markings are not required for crosswalks at intersections.
- Drivers may not overtake other drivers stopped at a marked or unmarked crosswalk.
- Turning vehicles must yield to pedestrians crossing during the WALK signal.

By yielding to pedestrians at crosswalks, you encourage them to refrain from jaywalking.

We're trying to make streets safer for you and your family. Help us by cooperating and by encouraging others to do the same.

A safety message from the Chicago Police Department

**EVERYONE is a
PEDESTRIAN**

CDOT
ILLINOIS DEPARTMENT OF TRANSPORTATION

**healthy streets
CAMPAIGN**



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